

JURE ZORKO

Senior UX / Product / Service Designer

I'm a passionate designer with 8 years of experience from Ljubljana, Slovenia, excited by technologies such as AI, AR, VR, Web 3.0 and Blockchain. I believe we should always learn and improve ourselves.




Work experience



Lead UX/Product/Service designer
Sparkasse Ljubljana, Slovenia

sparkasse.si
Feb 2020 - Present


I redesigned the **mobile banking app** based on usability testing with 6 participants. After 6 user interviews and usability tests with bank employees, I redesigned the **CRM for real estate loans** and shortened the client input time by about 20%.



Lead UX/Service designer
Zoor Ljubljana, Slovenia

zoor.si
Sep 2019 - Present


I designed **custom build Websites & Branding books** for different companies, such as stelnik.si and kostelska-avantura.si



UX/Product designer
Kriptomat Ljubljana, Slovenia

kriptomat.io
Oct 2020 - Dec 2020

My task was to **redesign one of the main product pages - a single crypto coin data**. Example: kriptomat.io/cryptocurrency-prices/bitcoin-btc-price/



UX/Product designer
Eligma / GoCrypto Ljubljana, Slovenia

elly.com
May 2019 - Aug 2019

I created app architecture, wireframes, prototypes and handoff to developers for a **POS terminal (present in 1000+ locations worldwide)** and a CRM for store owners.



Lead UX & Graphic designer
Belak Ljubljana, Slovenia

belak.si
Mar 2019 - Apr 2019

My assignment was to set KPIs and improve them. With smart UX email layouts, we managed to improve certain **email marketing campaign open rates from 35-40% to over 50%** and **click-through rates from 40-45% to about 60%**.



UX/UI designer & Wordpress developer
Webtim Ljubljana, Slovenia

webtim.si
Aug 2018 - Mar 2019

I was employed with a wish to **improve UX processes in creating modern Wordpress websites**. I held client meetings, drafted websites, designed and developed websites, did SEO and technical support.




UX/UI designer & Wordpress developer
Jure Zorko Ljubljana, Slovenia

jurezorko.com
Sep 2015 - Aug 2018

I designed digital and print designs, and I developed Wordpress websites. Link to my website: <https://jurezorko.com>


Additional Engagement



UX Lisbon, Europe's biggest UX event

ux-lx.com


I participated in Europe's largest training conference. I shared lectures and workshops in the field of UX with UXers from Google, Facebook and Instagram.



Front-end & back-end programming course

smartninja.si

Successfully completed a 9 month workshop on HTML, CSS, Python and Javascript







UX Government Workshop facilitation - Service Design

servis8.com


Education and facilitation of co-creative processes (service design) for non-UX government employees.



-  Jure Zorko
-  +386 31 604 360
-  jurezorko.com
-  info@jurezorko.com




Education



International University of Applied Sciences
Bachelor of Digital Business

iu.org
Aug 2022 - Present



Google UX Design Professional Certificate
6 month Professional UX course

coursera.org
May 2022 - Oct 2022



Faculty of Architecture
Finished 4 semesters in Architecture planning

fa.uni-lj.si
Oct 2012 - Aug 2014





Skills

- UX research
- UI/UX design
- Service design
- Digital Strategy
- Branding & Art Direction
- 3D design





Products

- Mobile, Web, CRM design
- Wordpress development
- Search engine optimisation
- Email marketing
- Logo & Packaging Design
- 3D models & renders





Coding

	HTML	Intermediate
	CSS	Intermediate
	Javascript	Basic
	Python	Basic

Languages

	Slovenian	Native language
	English	Full professional proficiency
	Serbo-Croatian	Full professional proficiency
	German	Limited working proficiency

Interests

-  **Books & YouTube**
UX, AI, Web 3.0 , Blockchain, Coding, Business, Languages
-  **Sports**
Cycling, Climbing, Football, Swimming, Dancing
-  **Photography**
Architecture, Interior Design, Product shots
-  **Chess**
International Chess Master, FIDE trainer